

# CO/CO/MO/RE

## Press release

### Cocomore sells e-commerce media subsidiary Kairion to ProSiebenSat.1

**Frankfurt am Main, January 4, 2018**

**Cocomore AG sells all the shares of its subsidiary Kairion to ProSiebenSat.1. Kairion aggregates the advertising environments and data from over 80 online shops, known as Retail Media. Advertising customers can match their messages to the actual buying interest of shop visitors and play them off. The company, which is headquartered in Frankfurt, will become part of Advertising Platform Solutions, in which ProSiebenSat.1 bundles all its AdTech activities.**

Kairion originated as a spin-off from Cocomore, an expert in e-commerce, online marketing and digital advertising. Kairion makes it possible for clients to advertise in online shops and outside the shops using shopper data. It enables advertisers to target specific purchasing interests and communicate with customers all the way to the point of sale (PoS).

Cocomore developed Kairion's technical platform and built up the organization, which covers dealer support, ad operations and sales to advertisers. The digital agency was able to establish a fast-growing digital service that has now become Germany's leading e-commerce advertising company outside of Amazon. Kairion cooperates with a total of 80 retailers and, with some 30 million shop visits per month, also markets products in health care, FMCG, consumer electronics and pet care.

**Dr. Jens Mittnacht, Advertising Director of Platform Solutions, ProSiebenSat.1:**

“Kairion combines precisely targeted advertising with a high level of data expertise. Besides providing digital advertising campaigns with excellent coverage, it offers valuable insights into target groups on matters such as buying interest. Our emerging addressable TV technology can also expect to benefit. We'll be able to offer our partners advertising campaigns that are more targeted and thus more efficient.”

**Dr. Hans-Ulrich von Freyberg, CEO of Cocomore:**

“As part of the ProSiebenSat.1 group, Kairion will be able to offer retailers and advertisers even greater benefits. This applies especially to the extension of branding campaigns from television to the point of sale. However, as an expert for e-commerce, online marketing and online advertising, Cocomore will continue to collaborate with Kairion, a leading advertising platform for e-commerce. We look forward to this.”

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## **About Cocomore**

As an agency for marketing, IT and experience design, Cocomore develops communication, e-commerce and CRM solutions (Customer Relationship Management) with a total of 180 employees at its locations in Frankfurt am Main, Cologne, Geneva (Switzerland) and Seville (Spain). Cocomore's customers include Merck, Nestlé, Procter & Gamble, Rabobank, Syngenta, Tele Columbus and the European Broadcasting Union. Cocomore has realized projects in more than 30 countries.

Further information: [www.cocomore.com](http://www.cocomore.com)

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